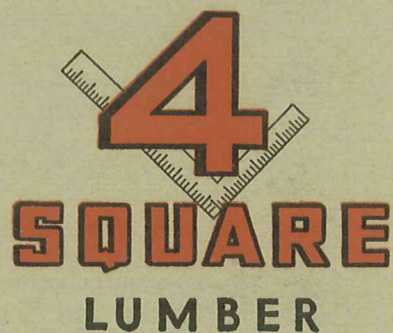


ELEVEN
PLUS
VALUES

-Why We Recommend



THIS BOOK IS SENT TO YOU
AT THE REQUEST OF " " "

DeForest & Hotchkiss Co.,

New Haven, Conn.

WHERE YOU WILL FIND A SUPPLY OF
4-SQUARE LUMBER IN STOCK

Weyerhaeuser Forest Products

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WEYERHAEUSER FOREST PRODUCTS
SAINT PAUL, MINNESOTA

The 11 Plus values of
WEYERHAEUSER

4 SQUARE LUMBER

1. Full Lengths
2. Square Ends
3. Properly Seasoned
4. Better Craftsmanship
5. Better Construction
6. Protected Ends and Faces
7. Better Appearance
8. Marked for Species
9. Marked for Grade
10. Trade-Marked
11. Guaranteed by Weyerhaeuser
and Dealer



What is **4 SQUARE LUMBER** ?

EVERY man who ever spent his hard-earned money in building a home has wished for this kind of lumber—modern lumber planned and manufactured to meet today's exacting standards of guaranteed quality, and modern, money-saving efficiency in use.

Until 4-Square Lumber was introduced, lumber was not a guaranteed product. Pieces were seldom square on the ends, and might or might not be the exact designated length. The lumber was unprotected, exposed to dirt, damage and depreciation. And it was difficult to determine with assurance the exact species and grades.

4-Square Lumber takes the gamble, the waste out of your lumber purchase. Packaged, protected, plainly labeled, full length and squared on the ends, 4-Square is, in every sense of the word, *modern* lumber.

4
The **1ST PLUS VALUE** **Full Lengths . . .**

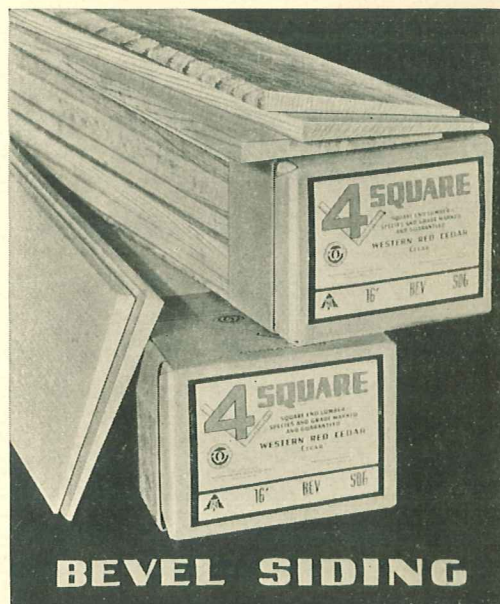


⁴ The 1ST PLUS VALUE Full Lengths . . .



Measured with a steel tape, every piece of 4-Square Lumber proves that it is exactly the standard length specified on the package label.

Every piece of 4-Square Lumber is cut to exact standard length at the mill. This means that every 16-foot piece is 16 full 12-inch feet in length—an advantage that, in itself is almost worth the small extra first cost of this modernized lumber. You get exactly the lengths you order. Consequently much of the waste of hand-trimming to length on the job is ended. And full length is only one of 4-Square's eleven plus values.



⁴ The 3RD PLUS VALUE Properly Seasoned

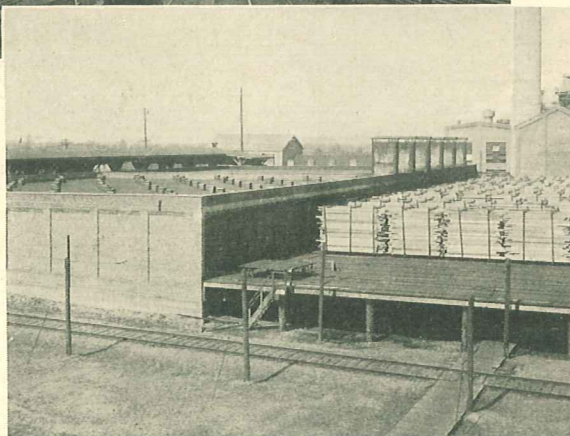
Green lumber cannot be trusted. Excess shrinking and warping play havoc with good construction as well as increase the cost of working the wood.

There is one safe way to end your doubts about properly seasoned lumber: buy 4-Square Lumber and you know that the lumber you get is seasoned.

At the Weyerhaeuser mills the green boards are



By approved processes of air seasoning or kiln drying, 4-Square Lumber is made ready and fit for use in good building.



stacked with the utmost care so as to regulate the air circulation around every board in the stack. At a cost of many thousands of dollars, dry kilns have been built. In these kilns 4-Square Lumber is dried by the most modern mechanical methods. Whether air-dried or kiln-dried, when the seasoning operation is finished 4-Square Lumber comes to you ready and fit for use in good construction.

The ⁴TH PLUS VALUE Better Craftsmanship

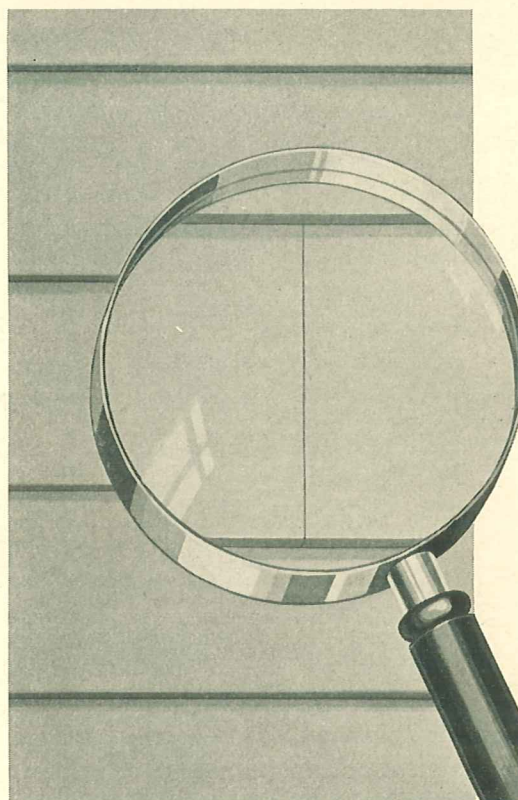
Your carpenter is a member of an ancient craft. But frequently his ideals of craftsmanship are forced aside, against his will, in the rush to complete a job within arbitrary time limits. Anything that reduces the time he has had to waste on tedious labor and frees him for the more exacting part of his job is welcomed by the good carpenter. 4-Square Lumber, because it is manufactured to exact standards, saves much of that time previously wasted on unnecessary hand-trimming.

4-Square Lumber is trimmed exactly square at both ends. It makes a perfect joint whenever two 4-Square boards are laid end to end and nailed in place.

An additional element that makes for better craftsmanship with 4-Square is the fact that your carpenter knows and respects good lumber. His respect

for 4-Square packaged lumber is reflected in the care he takes with every piece he handles.

Good carpenters welcome the chance to use 4-Square Lumber, not only because it saves them a lot of drudgery and frees them for the finer work of their craft, but because they know that it helps them to make the finished job right.



Good joints are not easy to make with ordinary lumber. They require tedious hand-trimming and expert squaring. But the machine-squared ends of 4-Square make perfect, scarcely visible joints without hand-trimming, a source of genuine pride to the carpenter who works with this improved lumber.



The 5TH PLUS VALUE Better Construction

Good construction is worth every dollar it costs. In resale value, in the added years it gives to the life of the building, in owner satisfaction, quality construction pays its way.

4-Square's contributions to better construction are best realized when you see it used on the job, where you see its plus values translated into action.



Suppose we follow the carpenter as he takes the protective caps off the ends of some 4-Square Lumber.

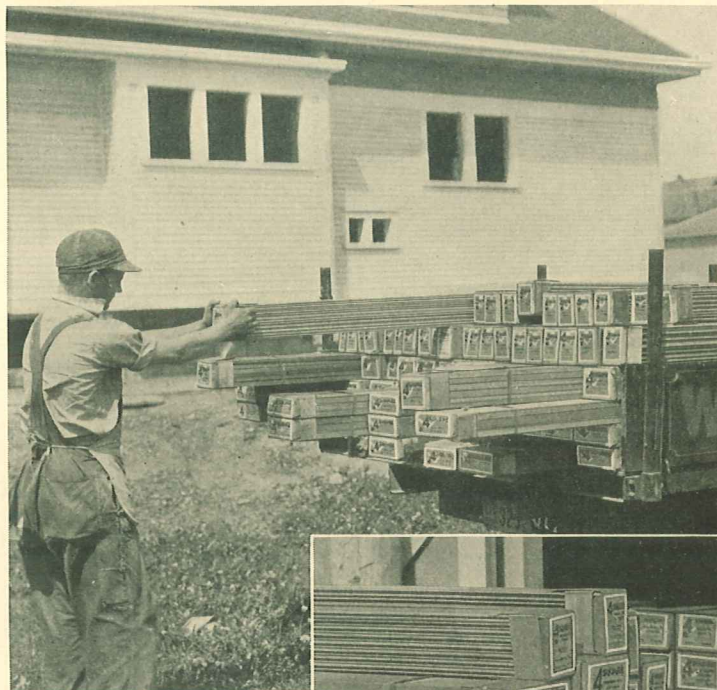
He lays a board in place and nails it down. Because it is exactly square on both ends, the joint made by two 4-Square pieces laid end to end is perfect. Because each piece is properly seasoned for good construction, it stays put. Because 4-Square is packaged, the ends and faces are protected from dirt, damage and depreciation, and fit to be used in a good building. Because the 4-Square package is marked for species and grade, you can see at a glance that the kind and quality of lumber specified for each purpose is being used for that part of the job. And because 4-Square is trade-marked and guaranteed, you *know* you are getting *quality* lumber, the good lumber good construction deserves.



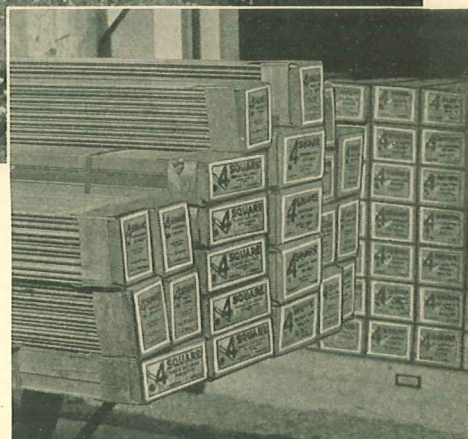
These 4-Square advantages make for better building. They reduce the chances for haphazard results and bring us closer to the day of ideal construction.

⁴ The 6TH PLUS VALUE Protected Ends and Faces

The ends and faces of 4-Square Lumber are protected to reduce your lumber bill. Without such protection, each piece is exposed to end checking, to dirt, damage and deterioration. The board may be sound as a dollar, but the dirty or damaged ends must often be sawed off and thrown away, a costly waste.



This is only one of the operations where lumber is exposed to dirt and damage. But the 4-Square package protects ends and faces.



Each piece of lumber is handled at least six times from mill to job. 4-Square Lumber, because it is carefully packaged, deserves and gets respectful handling every step of the way. As damage and depreciation are reduced, the money you spend for lumber buys more lumber that is completely useful, and less that is wasted. End and face protection means money in your pocket.

The ⁴7TH PLUS VALUE

Better Appearance

Why should you worry about how good lumber looks, so long as it is good lumber?

A piece of ordinary lumber may be as good as the clean, well finished 4-Square piece. The piece that is unprotected may be equal in quality to the carefully protected, attractively packaged 4-Square piece. But carpenters and contractors instinctively do better work with the best looking boards.

Consequently, the appearance of the lumber and the condition in which it comes to the job has a strong influence on better craftsmanship and better construction. And lumber that tells its high quality by good appearance deserves and gets more careful handling and use than ordinary lumber.



Which lumber would you prefer to work with if you were doing a job of building?

On every point then, good looking lumber saves money for its buyer. Is it any wonder that the manufacturers of 4-Square Lumber have done everything they can to make this excellent lumber look as fine as it really is? Is it any wonder that you take extra pride in the work being done for you when you see the truck drive up with its packages of bright, clean, lumber?

The ⁴8TH PLUS VALUE

Marked for Species

Forty different species of woods are manufactured and used for building in this country. Many of them resemble others so closely in appearance that even the most experienced lumber buyers have difficulty in telling one from the other. Yet though they are close in appearance, they are often far apart in strength, durability and construction value.



How can you be sure you get the species of lumber you order and pay for?

Boldly printed on the label of every 4-Square Lumber package is the species name of the lumber in that package. If the label says Douglas Fir, that package of lumber is Douglas Fir.

If the specifications call for Genuine White Pine and the label does not say Genuine White Pine, you know instantly that a mistake has been made, and can correct it immediately before the package is opened.



Even the man who knows nothing whatever about lumber knows with certainty that he is getting what he ordered, when the order is filled with 4-Square Lumber.

You can trust this species mark with absolute faith. Weyerhaeuser guarantees that the species marked on the label is the species of lumber in the package. And your 4-Square Dealer makes the same guarantee.

The ⁴9TH PLUS VALUE Marked for Grade

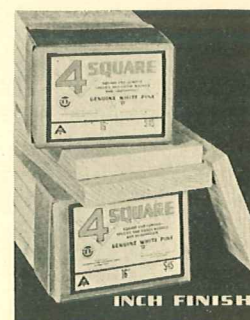
Grades of lumber are also frequently difficult to determine. But difference in grade means difference in price and difference in quality, a subject of utmost importance to you as a lumber buyer.



On every 4-Square package label is a line that tells you the full grade name of the lumber contained in the package. Because of this grade mark there can be no mistake about lumber quality when 4-Square is used.

Grade marking might seem to be unnecessary to anyone who is not familiar with some of the corner-cutting methods used too often in the past.

But grade marking is heartily endorsed by 4-Square Dealers because it saves you and every other buyer of 4-Square Lumber from being imposed upon. With the grade marked plainly, you can have complete confidence in the lumber you buy and the men you deal with. And you have the thorough satisfaction of knowing that the 4-Square Lumber of the proper grade to do its job well is being used to give you better construction.



The **4**TH PLUS VALUE

Trade-Marked

The 4-Square trade-mark is the symbol of preferred lumber. It is the nationally known sign of lumber quality.



This trade-mark in itself has made it possible for Weyerhaeuser and the 4-Square Dealer to supply you with lumber that measures up to your exacting standards. Untrade-marked lumber may be good lumber, but 4-Square Lumber, marked with this identification *must* fulfill every claim made for it by the manufacturer who makes it and the dealer who sells it.



When you see the 4-Square trade-mark you see the nationally advertised mark of fine lumber, manufactured by modern methods for modern, improved construction. It is visible evidence that you are getting the greatest possible lumber value for every dollar you spend.

The ⁴11TH PLUS VALUE Guaranteed by Weyerhaeuser *and* Dealer



The largest lumber producing organization in the world stands solidly back of every piece of 4-Square Lumber you buy.

Weyerhaeuser, leader in many important conservation, utilization and reforestation projects, produces 4-Square Lumber to answer the nation-wide demand for better construction.

Twenty sawmills, a fleet of steamships, railroads, great distributing yards and an army of men are engaged in the manufacture and distribution of this modern lumber. This great organization co-operates with leading lumber merchants from coast to coast to make 4-Square Lumber available to you.

Weyerhaeuser guarantees and makes it possible for the 4-Square Dealer to guarantee every piece of 4-Square to be full length, squared on the ends, and properly marked for species and grade. This is your assurance that you get full value for every dollar you spend for 4-Square Lumber.



When you buy **4 SQUARE** the lumber with the

Eleven Plus Values

you get **better** lumber at **lower** final cost

You have seen how these *plus values* of 4-Square Lumber save you money by reducing time and labor wastes, and providing guaranteed quality lumber ready to go right into good construction.

These savings are made wherever 4-Square Lumber is used. Add them all together and you find, as many other lumber purchasers have found, that the savings resulting from 4-Square plus values more than offset the slight additional cost of this guaranteed material. And you get better lumber.



